MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMR2024 – UNDERSTANDING CONSUMERS
(All sections / Groups)

6 June 2018
9.00 a.m. to 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 1 page with 5 Questions only.

2. Attempt **ALL** questions. The distribution of the marks for each question is given.

3. Please write all your answers in the answer booklet provided.

Short Essay
Answer **ALL** questions

Question 1
   a)   Define the term 'consumer behaviour' with relevant example.

(5 marks)

   b)   Explain **FIVE (5)** types of demographic segmentations often used in analyzing consumer behaviour.

(15 marks)
(Total: 20 Marks)

Question 2
   a)   Define consumer ethnocentrism with relevant examples.

(5 Marks)
   b)   Discuss **FIVE (5)** types of self-images often recognized in consumer behavior.

(15 Marks)
(Total: 20 Marks)

Question 3
Discuss the concept of "Behavioural Economics" and its influence to consumer behaviour and consumer decision making.

(20 Marks)

Question 4

Humor appeal is frequently used in advertisements. Discuss **FIVE (5)** evidences of humor that will increase the acceptance and persuasiveness of advertising communications.

(20 marks)

Question 5

Discuss Theory of Reasoned Action (TRA) in relation to consumer behavioural studies. Explain the additional construct to the original TRA which forms the Theory of Planned Behaviour (TPB).

(20 Marks)

End of Question Paper.